



# **LINCOLN SAVINGS BANK**

## **LSB FINANCIAL**

Thursday, May 01, 2008

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, W.S., Room TW-A325  
Washington, D.C. 20554

Re: MB Docket Number 04-233

Dear Ms. Dortch:

I work for Lincoln Savings Bank, a \$440 million (in Total Assets) community banking organization that serves the towns of Waterloo and Cedar Falls, Iowa and surrounding locales. As a community bank, we are highly active in working to meet the needs of our community through our financial and volunteer contributions. This is a necessity as our success depends on the success of the communities we serve.

In my role as Executive Vice President, I oversee several offices in the Waterloo/Cedar Falls area. A large part of my role is being actively involved in giving back to our community. I serve as current Chairperson of the Greater Cedar Valley Chamber of Commerce; Treasurer for the local chapter of the American Red Cross; Executive board member for the Greater Cedar Valley Alliance (an economic and community development organization); and on several other non-profit and civic organization committees. Many others at our organization are similarly involved in different aspects for the community.

As an organization and as an individual, we have partnered with our local station—KWWL—and its people on numerous community initiatives. From a business standpoint, it is critical to have a locally attuned visual medium like KWWL to communicate news, information and the like as it relates to local issues and trends. From an individual perspective, I have access to key people to discuss issues with that are of a local flavor that may not resonate or be critical in a broader forum. Further, I serve on boards and committees with people from KWWL who share the same belief that community service is essential. Some examples of where I've partnered with KWWL or relied upon their product:

1. Cedar Valley United Way Halloween Fundraiser. KWWL helped communicate this event to the public through PSA and news coverage and provided some of their local news "celebrities" to help emcee the event focused on raising money for local need.
2. My Waterloo Days (event of the Greater Cedar Valley Chamber of Commerce). This is a local major summer festival focused on enhancing the area quality of life. KWWL is actively involved in helping promote and support multiple aspects of this event.



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3. Chamber annual awards dinner. KWWL plays an important role in providing video production services along with talent for this major regional event focusing on key companies, organizations and individuals who work hard to make a difference in our community. Additional support through news coverage, live interviews and PSAs helps get this in front of the overall community so they can be attuned to things that happen in the area.

4. Interviews with local candidates and/or coverage of significant local issues. I rely on KWWL for key information so I can make informed decisions. The local newspaper is an important medium too—but it does not offer the advantage of sound/video where one can see highly important non-verbal communication.

In conclusion, KWWL is a vital and local resource for me, my organization and our community. Anything that would threaten or eliminate local programming would be of high concern to me. Our local station is an active partner and objective voice in the issues of our community—and that is highly appreciated and needed.

Respectfully submitted,

Corey Clark  
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